

BUSM 3021 HOSPITALITY PLACES AND SPACES

Credit Points 10

Legacy Code 200989

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Description Contemporary hospitality settings often require specialised services and distinctive facilities. Matching the physical spaces and places with hospitality, to the services and experiences provided, is an integral part/consideration of contemporary hospitality practice. As future managers in the industry, it is imperative to have a sound basic knowledge of the design, development and commercial viability of such products, services and spaces, especially in the context of consumer expectations, in order to remain competitive and sustainable.

School Business

Discipline Hospitality Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects BUSM 3055 - Planning and Design Hospitality Facilities

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse the challenges facing hospitality managers in the design, development and redevelopment of hospitality facilities;
2. Identify and discuss aspects of asset management in relation to servicescapes, compliance and sustainability;
3. Evaluate the role of a hospitality venue in providing a customer experience;
4. Compare and contrast the fitness for purpose of various hospitality venues.

Subject Content

- hospitality Facilities and venues ? design, maintenance and redesign
- Servicescapes as areas for The delivery of A hospitality experience
- incorporating environmental sustainability into facility and venue design and Operations
- The role of The guest within A facility or venue
- Functional, organisational, environmental and Aesthetic elements of hospitality Facilities
- The role of design in generating revenue
- Distinctions of form and function in Facilities and venue design

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Critical Review	1,500 words	30	N	Individual
Report	4,000 words	30	N	Group
Final Exam	Take Home, 3 40 days		N	Individual

Prescribed Texts

- Hassanien, A and Dale, C (eds) 2013, Facilities management and development for tourism, hospitality and events, CABI, Wallingford.